

OFFICIAL SOUVENIR PROGRAM

INDIANA STATE FAIR



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25¢
PAY NO MORE

September 1 through September 9, 1949



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● Far longest service at lowest cost, select a product of quality — The "OVERHEAD DOOR" with the Miracle Wedge. This door's sturdiness and uninterrupted performance year upon year result from perfect engineering and use of finest materials, including hardware tested for maximum durability. Any "OVERHEAD DOOR" may be manually or electrically operated. For service at a savings choose this quality door. It blends with any style of architecture in residential, commercial or industrial buildings.



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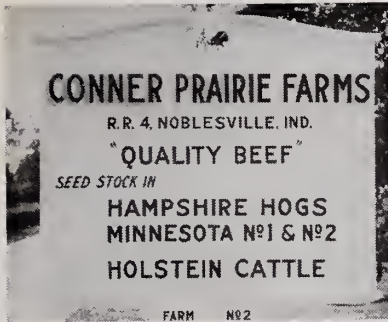
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SWINE AND BEEF CATTLE UNIT



If It's Conner Prairie It's Production Tested!

Let us help you make more profit with
PRODUCTION TESTED LIVESTOCK:

Holstein Cattle

Minnesota No. 1 Hogs

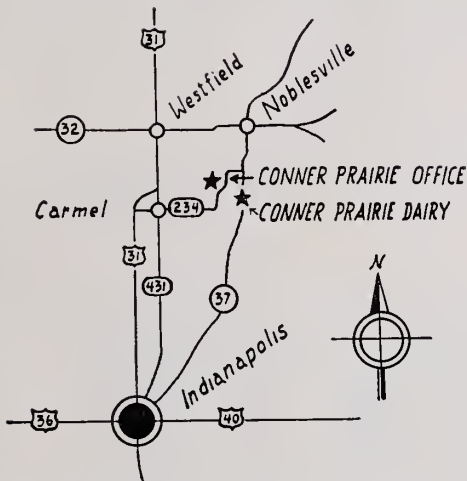
Minnesota No. 2 Hogs

Montana No. 1 Hogs

Hampshire Hogs

CONNER PRAIRIE BEEF, cut, wrapped and frozen ready
FOR YOUR HOME FREEZER.

See us at our display booth, opposite the south entrance
to the Coliseum.



Located four and one-half miles
southwest of Noblesville, Ind.

PHONE 716

Conner Prairie Farms

ROUTE 4

NOBLESVILLE, INDIANA

DAIRY UNIT



KING'S "FIXTURE STORE COMPLETE"

"We Have It or Will Build It"

LARGE DISPLAY CHROME AND CHINA

For the Home, Recreation, Church, School, Office, Lodge, Club, Hotel, Tavern, Billiard Room, Restaurant, Any Type Business. Rental Service. Anything U Need for Any Occasion. "We Never Say No." Sold on Payments.

SPECIAL PRICES TO CHURCHES AND SCHOOLS—DELIVER ANY PLACE IN STATE

KING'S IND. BILLIARD CO., Inc.

1529-1645 Southeastern Ave.

Market 3491

3 Squares of Parking Space

INDIANAPOLIS

DAILY PROGRAM

Central Standard Time Prevails

THURSDAY, SEPTEMBER 1

YOUTH ACTIVITIES DAY (Boys' and Girls' Clubs, Boy and Girl Scouts, Campfire Girls, etc., and children 12 and under admitted free.

Special Events

10:00 A. M.—Patriotic Order, Sons of America band, Crawfordsville, in front of Administration Building.

1:00 P. M.—Patriotic Order, Sons of America band, Crawfordsville, Coliseum.

7:00-8:15 P. M.—Grandstand—Boy Scout Jamboree and parade, free acts and fireworks—P. O. S. of A. Band.

8:15 P. M.—Coliseum—Spike Jones Show.

Judging

Cattle—4-H Beef Feeding Calf Clubs, all breeds, Coliseum.

Sheep—4-H Lamb Clubs, all breeds, Sheep Arena.

Swine—4-H Barrows, all breeds, Swine Arena.

4-H Gilts, all breeds, Swine Arena—2:00 p. m.

State 4-H Home Economics Demonstrations—Auditorium, Youth Building, 1.

Exhibits and Displays

Style Show—Woman's Building, 10:00 a. m. and 2 p. m. 6 p. m.

Agriculture, horticulture and floriculture exhibits, day and night, Agriculture Building.

Fine arts, domestic arts display, day and night, Woman's Building.

Industrial exhibits, day and night, Manufacturer's Building and Machinery Field.

Conservation exhibit, day and night, Conservation Dept. Building.

4-H Home Economics Exhibits, 8 a. m.—9 p. m., Youth Building.

Ball State Teachers College, Indiana University and Purdue University exhibits, their respective buildings, and Indiana State Teachers College exhibit, northwest corner of Coliseum, day and night.

Cetlin and Wilson rides and shows open until midnight.



LYNNWOOD MASTERSTROKE AND LYNNWOOD MINSTREL 3RD

First prize pair of bulls 1948 Indiana State Fair and the 1948 International.

Lynnwood Masterstroke Grand Champion bull 1947 and 1948 Indiana State Fairs.

Breeding Stock For Sale
Telephone: Carmel 161F11

LYNNWOOD FARM

CARMEL, INDIANA

LYNNWOOD FARM

POLLED SHORTHORN CATTLE

BERKSHIRE HOGS

PERCHERON HORSES

Are exhibited at the INDIANA STATE FAIR. You are always welcome to visit Lynnwood Farm, located three miles east of Carmel on Route 234.



LYNNWOOD GUEST

Grand Champion Berkshire Boar at the 1947 Illinois and Indiana State Fairs and the 1948 National Berkshire Show.

18-8-14

STATE OF INDIANA

HENRY F. SCHRICKER
GOVERNOR



INDIANAPOLIS 4

I have always counted it a great pleasure and honor to welcome the citizens of our good state to the Indiana State Fair.

For many years I have had a warm spot in my heart for this great exhibition. I am especially anxious that our people should come to the Fair in increased numbers this year. This is the 93rd annual State Fair, and I have been assured that the Fair Board is sparing neither effort nor money to provide the best possible exhibits and entertainment for all Fair visitors this year.

The State Fair has long been recognized as one of our foremost educational endeavors. Nothing can quite take its place in the hearts and minds of our people. It is full of interest for young and old alike. Our Fair is one of the oldest institutions of its kind in the United States, yet it never grows old to the people of Indiana.

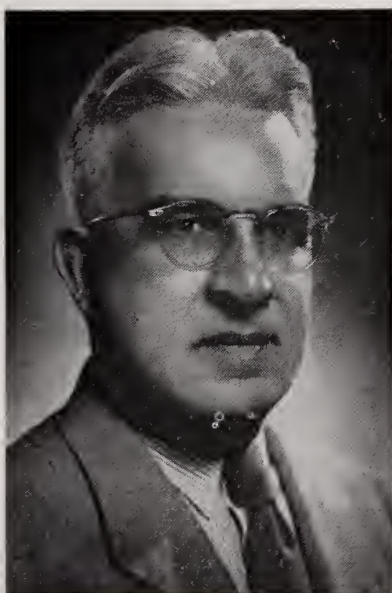
So we say again "Come to the Fair," visit with your neighbors and friends and treat yourself to the best entertainment and hospitality in all the land.

With kindest personal regards and an earnest wish to meet you personally at the Indiana State Fair, I am

Sincerely yours,

Henry F. Schricker
Henry F. Schricker
Governor

HFS:ga



I consider it an honor and a privilege to welcome the people of Indiana to the Indiana State Fair.

The Indiana State Fair is one of the most outstanding Indiana attractions offered to the people of the state and nation as well.

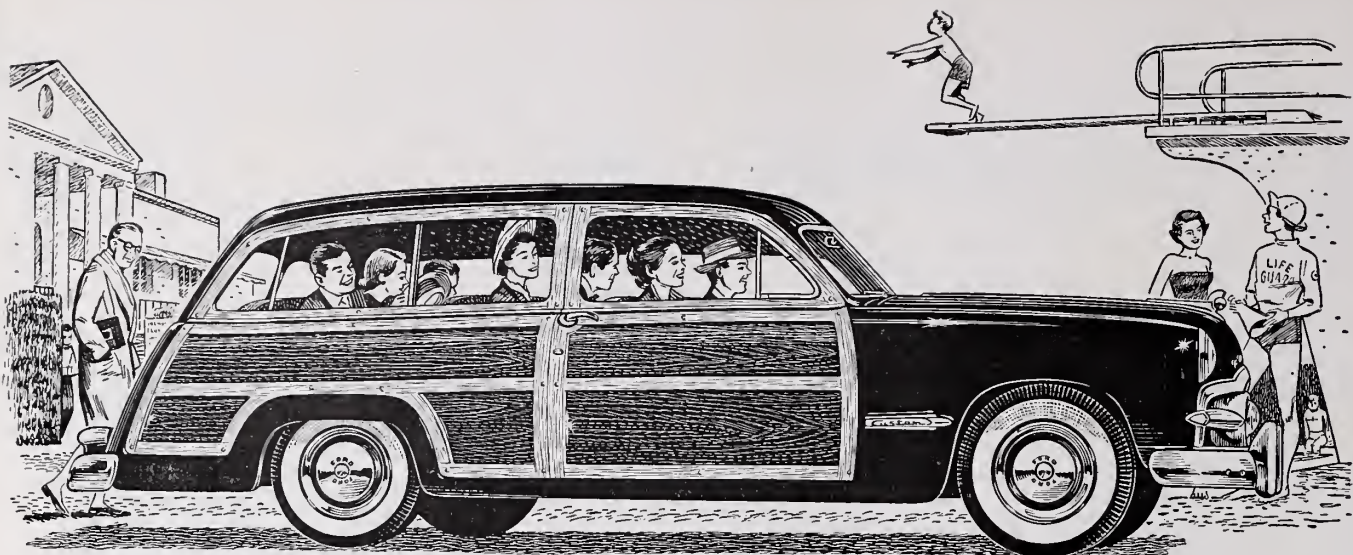
The State Fair attracts thousands of visitors, exhibitors and the best in animals and produce.

Our Fair continues to grow in size and general makeup because the citizens of the state are making it that way.

It is your continued support of this great institution that keeps it going year after year, making it the best in education, entertainment and just plain fun.


Sincerely,

John A. Watkins
John A. Watkins
Lieutenant Governor and
Commissioner of Agriculture



The '49 Ford has been awarded the Fashion Academy Gold Medal as the 'Fashion Car of the Year'

It's a Dream Wagon...this '49 FORD

with its  of steel and the new FORD "FEEL"!



It's steel, steel, steel.

Yes, it's all steel—even under that gleaming molded plywood paneling. It's Ford's famous all-steel "Lifeguard" body, welded into a rigid unit for even greater strength. Truly a heart of steel, wrapped in luxury!

It's sealed against dust.

The convenient easy-opening tailgate—as well as the doors—is completely weather-sealed to guard against annoying dust and water leaks. Here's a feature you'll certainly appreciate, especially when you're touring.

Feel that safety!

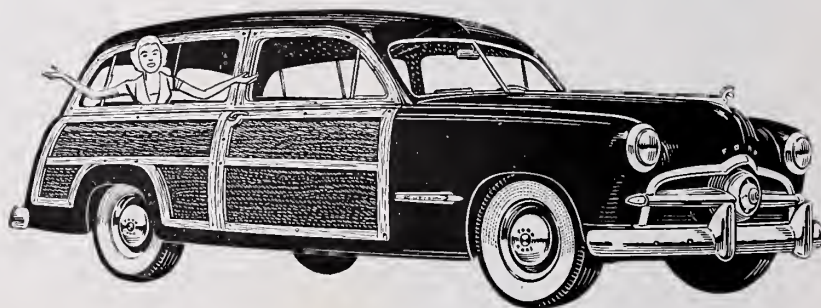
This new Ford "Dream Wagon" has two wide doors instead of four narrow doors, a blessing to parents of small children. There's more visibility all around. The new Magic-Action King-Size brakes are 35% easier acting.

And feel that comfort!

There's plenty of room for eight big people, plus a ride that's in a class by itself—thanks to new "Hydra-Coil" front springs and new "Para-Flex" rear springs that smooth out the roughest roads!

Feel that power!

You'll love this great car's performance... it's powered with the famous 100 h.p. Ford V-8, the same type of engine used in America's costliest cars. Why not see the new Ford Station Wagon today? Take the wheel—try the new Ford "Feel"!



There's a  in your future

"Take the Wheel
try the new
Ford Feel"



**FORD DEALERS
OF
INDIANA**

Be Sure to Visit the FORD DEALERS' EXHIBIT

White side wall tires, optional at extra cost.



JOHN A. WATKINS
Bloomfield
Commissioner of Agriculture



HOMER E. SCHUMAN
Columbia City
President



CARL TYNER
Sharpsville
Secretary-Manager



ADMINISTRATION BUILDING

The Indiana Board of Agriculture is a non-political legislature-constituted body which operates the state fair as a trust for the people of Indiana.

The Administration Building, geographically situated in the middle of the Indiana State Fairgrounds is the nerve center for the Indiana State Fair held each year and the activities revolving around the use of the Fairgrounds proper by various organizations, civic enterprises and entertainments.

The Administration Building is a well equipped building and modern in design. It contains a conference room where the board members meet each month. It has business offices and houses the office of the secretary-manager, chief bookkeeper, ticket sales, concessions, entry departments and public relations office.

During Fair Time the second floor, which contain files dating back to 1852, is turned over to the Public Address system, telephone system and mimeograph department. Records are kept of the winners as they are announced day by day and newspapers, press associations and radios are given up to the minute reports of the news as it happens.

W. H. EDWARDS ENGINEERING CORP.

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INDIANAPOLIS

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3. BOILER TUBING & REPAIRS

Representing Exclusively Nationally Known Manufacturers of Boilers and Allied Equipment

The Nation's Choice . . . **WAYNE SCHOOL BUS BODIES**

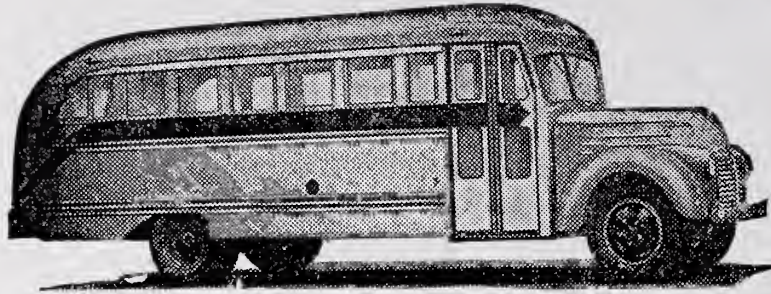
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ALLIED, INC.

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Blackstone 2426

INDIANAPOLIS 7, INDIANA



Divisions: ALLIED TRUCK EQUIPMENT, MODERN SCHOOL SUPPLY, MODERN AUDIO-VISUAL, WAYNE BODY

DAILY PROGRAM

Central Standard Time Prevails

FRIDAY, SEPTEMBER 2

YOUTH ACTIVITIES DAY (Boys' and Girls' Clubs, Boy and Girl Scouts, Campfire Girls, etc. and children 12 and under admitted free).

Special Events

10:00 A. M.—P. O. S. of A. (Patriotic Order, Sons of America) Band in front of Administration Building.

1:00-4:00 P. M.—P. O. S. of A. Band—Coliseum.

8:15 P. M.—Spike Jones Show—Coliseum.

8:15 P. M.—Spike Jones Show—Coliseum.

Judging

Cattle—4-H Beef Breeding Calf Clubs, all breeds, Coliseum.

4-H Dual Purpose Calf Clubs, all breeds, Coliseum.

4-H Dairy Calf Clubs, all breeds, Coliseum.

Swine—4-H Gilts, finish judging, Swine Arena.

4-H Litter Clubs, Swine Arena.

Poultry—4-H Clubs.

State 4-H Home Economics Demonstration—Auditorium, Youth Building, 1:00 p. m.

Exhibits and Displays

Style Show—Womans Building, 10:00 a. m., 2 p. m., 6 p. m.

Agriculture, horticulture and floriculture exhibits, day and night, Agriculture building.

Fine arts, domestic arts display, day and night, Woman's building.

Industrial exhibits, day and night, Manufacturers' Building and Machinery Field.

Conservation exhibit, day and night, Conservation department

4-H Home Economics Exhibit, 8:00 a. m.-9:00 p. m., Youth Building.

Ball State Teachers College, Indiana University and Purdue University exhibits, their respective buildings, day and night. Indiana State Teachers College exhibit, northwest corner Coliseum day and night.

Cerlin & Wilson rides and shows open until midnight.

For 66 Years Your Family Shoe Institution

18 E. WASHINGTON ST.

4128 E. 10TH ST.

INDIANAPOLIS

IT PAYS TO BUY SHOES AT A SHOE STORE

Second Largest Shoe Store in the Nation

Marotti's

LIME SPREADERS, UNLOADERS, DUMP BODIES and WINCHES

See Your Local Truck Dealer or

Write to

Allied Truck Equipment

Division of ALLIED, INC.



For PERFECT SPREADS use a BAUGHMAN

The Machine that Made LIME Popular. Many New Models. Steel Bodies—Ball and Roller Bearings Throughout.

Special phosphate spreader attachment available.

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WAYNE - HERCULES - BADGER (Omaha) - PERFECTION - BAUGHMAN - LITTLE GIANT - GRICO - REYNOLDS



KENNETH BLACKWELL
Franklin
Vice President
Agriculture and Horticulture
Department Director



AGRICULTURE AND HORTICULTURE

The Agricultural and Horticulture Building at the Indiana State Fairgrounds houses the Grain, Vegetables, Fruits, Apiary and Flowers, the finest grown in the State.

Besides seeing the top quality fruits, vegetables, grains and flowers being displayed in the building visitors also see various meat displays and demonstrations in food preparations and the latest deep freezing methods.

A huge refrigerator is housed in the building and models of pigs molded in lard are made and a life size cow molded in yellow butter are on display. New thermopane windows have been placed in the refrigerator box which will allow a clearer view of the artists work.

All grains, seeds, fruits, vegetables, corn and etc. displayed in the building at Fair Time are grown in Indiana and are the finest specimens from the Indiana Farms.

ATTENTION LIVE STOCK PRODUCERS AND FEEDERS!

PRICES paid for livestock are established only by open competitive bidding at a "Public Market."

IF this price-making machinery is destroyed by "Direct Sales" of live stock at country points, how will you know what your live stock is worth?

A Public Competitive Market, Conducted Under the Supervision of the United States Department of Agriculture, is maintained at

Indianapolis Stock Yards

WHERE YOUR LIVE STOCK WILL BE WEIGHED BY "BONDED WEIGHERS" AND UPON SCALES REGULARLY "TESTED" AND "INSPECTED" BY THE GOVERNMENT.

INDIANAPOLIS IS THE LARGEST HOG SHIPPING MARKET IN THE WORLD

KINGAN'S

RELIABLE



SKINLESS WIENERS

TOPS IN FLAVOR . . .

TOPS IN EATING ENJOYMENT
AND NUTRITIOUS TOO!

**LOOK FOR
KINGAN'S
FOOT-LONG WIENERS!**

being sold on
the Fairgrounds

... AND VISIT

KINGAN'S EXHIBIT

in the
Manufacturers Building

KINGAN & CO. General Offices: INDIANAPOLIS, INDIANA



WALTER H. WIMMER
Rockville
Cattle Department Director



CATTLE PAVILION

The huge Cattle Pavilion at the Indiana State Fairgrounds is one of the most modern and certainly the largest building of its kind in America.

The building occupies $4\frac{1}{2}$ acres of ground under one roof. It has nearly 3,000 stalls in the building for the housing of cattle brought to its annual fair shows from all over the United States.

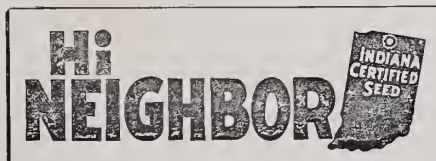
So modern and huge is this building that many shows are held in the building throughout the year. Rest rooms in the building have been enlarged and cattle wash rooms have been renovated.

Many shows of International aspect have been booked for showing in the Cattle Pavilion.

The Sports and Boat show has shown two successful years in the building and plans are being readied to hold the 25th annual Indianapolis Home Show in the Pavilion next spring.

An odd and surprising feature of the cattle pavilion is that as you stand in the north end of the building and look south you do not realize that the building is $4\frac{1}{2}$ feet lower at the south end than at the north end. This of course was built to allow for drainage.

See Our Exhibit in the Horticulture
Building at the State Fair



INDIANA CERTIFIED SEED PRODUCERS

Members: Indiana Corn Growers' Association

Educational Division

West Lafayette, Indiana

FORD FENCE COMPANY

See Our Fence Erected Around Fairgrounds
Latest State Fair Installation—Intertrack Fence

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Factory Fences

Portable Play Pens

Kennel Panels

Factory and Office

6542 Cornell Avenue BRoadway 5427
INDIANAPOLIS

Be Sure to See Our Ornamental Fence Display at 2110 N. Meridian St.

DAILY PROGRAM

Central Standard Time Prevails

SATURDAY, SEPTEMBER 3

YOUTH ACTIVITIES DAY (Boys' and Girls' clubs, Boy and Girl Scouts, Campfire Girls, etc., and children 12 and under admitted free).

Special Events

10:30-11:30 A. M.—P. O. S. of A. Band and American Legion Band—Parades Grounds.

1:00-4:00 P. M.—P. O. S. of A.—Coliseum.

1:00 P. M.—American Legion Band—Harness horse racing—Grandstand.

3:00 P. M.—4-H Dress Review—Coliseum.

7:00 P. M.—American Legion Band—Thrill Show—Grandstand.

8:15 P. M.—Spike Jones Radio Roundup—Coliseum.

Judging

Horse—4-H Colt Club.

Junior Livestock Judging Contest—Coliseum.

Junior Dairy Judging Contest—Coliseum.

Swine—Fat Barrows, Swine Arena.

Sheep Shearing Contest, Sheep Arena.

Exhibits and Displays

Style Show—Woman's Building, 10:00 a. m., 2 p. m. and 6 p. m.

Agriculture, horticulture and floriculture exhibits, day and night—Agriculture Building.

Fine arts, domestic arts displays, day and night, Woman's Building.

Industrial exhibits, day and night, Manufacturer's Building and Machinery Field.

Conservation exhibit, day and night, Conservation Dept. Building.

4-H Home Economics Exhibits—8 a. m.-9 p. m.—Youth Building.

Ball State Teachers College, Indiana University and Purdue University exhibits, their respective buildings, and Indiana State Teachers

College exhibit, northwest corner Coliseum, day and night.

Cetlin and Wilson rides and shows open until midnight.

Caulking On Coliseum By

F. E. WHITE & SONS

Caulking, Pointing, Waterproofing

**WE HAVE THE EQUIPMENT, THE
ORGANIZATION & EXPERIENCE**

**1009 COTTAGE AVENUE
INDIANAPOLIS 3, INDIANA
IM. 2828**



EARL J. BAILEY
Lowell
Coliseum Director



COLISEUM

The huge Coliseum of the Indiana State Fairgrounds built in 1939 is used during the State Fair time to house the livestock judging during the daytime and the Horse Shows at night.

During the "off season" the building is under lease to the Coliseum Corporation that sponsors ice hockey games during the wintertime.

It is the home of the Indianapolis Capitals Ice Hockey Team. The building plays host to such topflight shows as the Sonja Henie Ice Revue, Olsen and Johnson stage shows and many other entertainment programs.

During the fair the fine cement floor which covers 7 miles of pipe used in the making of ice for the ice rink, is covered with 24 inches of dirt topped off with tanbark.

A stage is erected and several stage shows are held. The stage is removed by capable hands and the arena is ready for the night horse shows.

The building seats 8,000 persons at the horse shows and when the arena is cleared and chairs placed in the arena it has a seating capacity of 12,000 persons.

The building is constructed to make room for a balcony which will allow an additional seating capacity of 4,000 persons.

ASK FOR PEPSI!
IN THE 6 BOTTLE
HANDY CARTON
AT
YOUR DEALER



BUY THE BOTTLE
BUY THE CARTON
BUY THE CASE
PEPSI—
YOUR BEST BUY

A large knight in armor, holding a shield, stands behind a Carpenter School Coach. The knight's armor is highly detailed with rivets and a plumed helmet. The school bus is a classic 1930s-style vehicle with 'SCHOOL BUS' written on the front. The background shows a road, clouds, and a building in the distance.

Guardian ALONG THE HIGHWAY

Like the knights of old the Carpenter School Coach protects their precious cargoes of young Americans with an armor of steel. The Carpenter School Coach is the safest coach on the road today because it is made structurally strong by advanced engineering and expert craftsmanship.

CARPENTER BODY WORKS, INC., Mitchell
Indiana



FRANCIS M. OVERSTREET
Columbus
Treasurer and
Mechanical Field, Concessions



CONCESSIONS

The Indiana State Fair's biggest farm machinery display can be found on the north-side of the race track.

It is a display that grew so much in recent years that additional space had to be found for it. To facilitate the movement of pedestrians and automobiles to and from the machinery field four additional tunnels were built during the past three years. Two are for pedestrians and two are for automobiles.

For many years the machinery displays were at the southeast corner of the Fairgrounds but they outgrew that space. The old site had 294,000 square feet of space and there is more than a half million square feet of space in the present area. In addition it is closer to 80 per cent of the parking space in the Fairgrounds than the old site.

Virtually every item of mechanical nature for the farm can be found in the Machinery field.

A new addition this year will be an information booth in the center of the field to direct persons to the various exhibits.

SEE OUR EXHIBIT—MECHANICAL FIELD ACROSS FROM RACE TRACK, LOTS 414, 514, 614

STOVER-WINSTED CO.

DISTRIBUTORS

FARM MACHINERY

::

FARM SUPPLIES

"LARGE ENOUGH TO SERVE YOU—SMALL ENOUGH TO KNOW YOU"

38 South Capitol Avenue

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While In Indianapolis, Visit Our Showrooms at 210 South Capitol Avenue

PLUMBING

• FACTORY SUPPLIES •

• REFRIGERATION •

& HEATING

featuring **AMERICAN-Standard** FIXTURES and PLUMBING
for KITCHEN and BATH

featuring also
AMERICAN-Standard
and
Coleman

GAS - OIL - COAL
Heating Equipment

WHOLESALE ONLY **CENTRAL SUPPLY CO.** **Phone Riley 3451**
210 S. CAPITOL AVE.

DAILY PROGRAM

Central Standard Time Prevails

SUNDAY, SEPTEMBER 4

WAR VETERANS' DAY (veterans, with proof of service, and servicemen admitted free).

Special Events

10:30-11:30 A. M.—American Legion Band parade—Also Tillman Harpole Post Drum and Bugle Corps and Indiana All-State Lions Band.

1:00 P. M.—Indianapolis Military Band—Thrill Show—Grandstand.

2:00 P. M.—Spike Jones Show—Coliseum.

1:00 to 4:00 P. M.—Machinery Field—Indiana Lions All-State Band and American Legion Band and Tillman Harpole Post Drum and Bugle Corps.

7:00 P. M.—Coliseum—Indiana Lions All-State Band leads Parade of Champions and plays for Horse Show.

7:00- 8:15 P. M.—Grandstand—Indianapolis Military Band.

8:15 P. M.—Grandstand—State Fair Follies and Fireworks.

No Judging.

Exhibits and Displays

Agriculture, horticulture and floriculture exhibits, day and night, Agriculture Building.

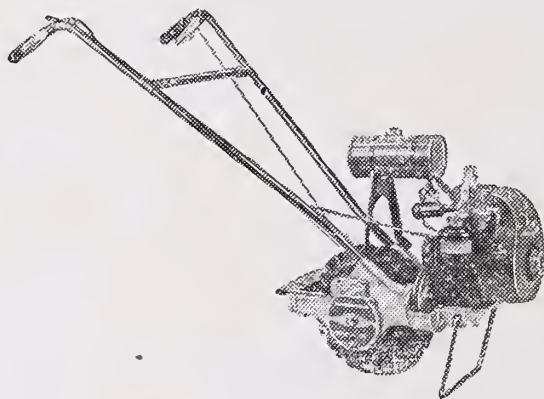
Fine Arts, domestic arts, day and night, Woman's Building.
Industrial exhibits, day and night, Manufacturer's Building and Machinery Field.

Conservation exhibit, day and night, Conservation Dept. Building.

4-H Home Economics Exhibits, 8 a. m.-9 p. m., Youth Building.

Ball State Teachers College, Indiana University and Purdue University exhibits, their respective buildings, and Indiana State Teachers College exhibit, northwest corner Coliseum, day and night.

Cetlin and Wilson rides and shows open until midnight.



Most Interesting Exhibit

of the

CHOREMASTER

And it's uses—Machinery Field

LOTS 603-604

SEE THIS GREATEST NAME IN GARDEN TRACTORS

MOVIES—DEMONSTRATIONS—CHAIRS—COLD WATER

VAN'S SERVICE, Liberty, Ind.

CARL VAN AUSDALL, DISTRIBUTOR
HERSCHEL GRIMME, SALES MGR.

HUBERT YOUART, SOUTHERN DISTRICT
REED HIATT, NORTHERN DISTRICT



ROBERT M. SCHRAM
Peru
Director of Gates



GATES

The beautiful tower at the entrance of the Indiana State Fairgrounds signals the fact that you are entering one of the many gates leading to the best agricultural exhibition in the United States.

There are eighteen gates on the fairgrounds proper that admit more than 600,000 persons to and from the grounds during the course of the fair.

The Indiana State Fair board are using for the first time an automatic ticket device to speed the flow of traffic into the Fairgrounds.

The device dispenses tickets at a finger's touch and allows the director of gates to keep an hourly check on the number of persons coming through the gates.

The handling of traffic inside the fairgrounds depends largely on the manner and speed with which tickets are sold.



1700 E. 38th St.

Just East of Fair Grounds

INDIANA'S MOST COMPLETE FENCE SERVICE

HOOSIER FENCE COMPANY

TAlbot 2434

"Fence to Stay the Hoosier Way"

INDIANAPOLIS, IND.

Just Erected—A mile of chain link fence around the race track

Better GAS and OIL

At HOOSIER PETE

for Less Money

DAILY PROGRAM

Central Standard Time Prevails

MONDAY, SEPTEMBER 5

LABOR DAY

Special Events

10:30-11:30 A. M.—Indiana Lions All-State Band parade grounds.
1:00 P. M.—Indianapolis Military Band—Grand Circuit racing—Grandstand.
1:00-4:00 P. M.—Indiana Lions All-State Band—Coliseum.
7:00 P. M.—Indianapolis Military Band—Horse Show—Coliseum.
7:00-8:15 P. M.—Indiana Lions All-State Band—Grandstand.
8:15 P. M.—State Fair Follies and Fireworks—Grandstand.

Judging

Horse—Gold Medal Colt Club and Grooms' Contest—Coliseum.
Cattle—Brown Swiss, All Gold Medal Steer classes and Hoosier Gold Medal Calf Clubs—Coliseum.
Swine—Yorkshire—Swine Arena.
Sheep—Rambouillet, Wool and Gold Medal Lamb Club, Sheep Arena, Poultry judging.

Light Harness Horse judging, noon—Coliseum.

Exhibits and Displays

Style Show—Woman's Building, 10 a. m., 2 p. m. and 6 p. m.
Agriculture, horticulture and floriculture exhibits, day and night—Agriculture Building.
Fine arts, domestic arts display, day and night—Woman's Building.
Industrial exhibits, day and night—Manufacturers' Building and Machinery Field.
Conservation exhibit, day and night—Conservation Dept. Building.
4-H home Economics Exhibits, 8 a. m.-9 p. m.—Youth Building.
Ball State Teachers College, Indiana University and Purdue University exhibits, their respective buildings, and Indiana State Teachers College exhibit, northwest corner Coliseum, day and night.
Cetlin and Wilson rides and shows open until midnight.

PENNSYLVANIA MOTOR INN

NASH Sales and Service

Indiana's Largest Nash Dealer

Three Floors of

Indiana's Most Modernly Equipped

Auto Rebuilding Departments

Operating 8 Wreckers



OFFICIAL GARAGE

SEE US!

Body, Fender Painting

Estimates Free



Nash
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24 Hour Road and Wrecker Service

TRY PENN MOTOR INN FOR FRIENDLY SERVICE

RI. 5301

1450 North Pennsylvania St.

● 25 to 30 Miles to a Gallon of Gas.

● Individual Coil Spring Suspension on All Four Wheels.

● Weather-Eye Thermostatically Controlled Conditioned-Air.



W. E. STRUCKMAN
Huntingburg
Grandstand Director



GRANDSTAND

The huge Grandstand with a seating capacity of 8,400 seats in the stand itself plus 5,000 bleacher seats in the front of the stand and to the west of the building is the scene of highlighted activity during the fair.

The first days of the Fair such attractions as the Boy Scout Jamboree and free stage show for the Scouts are held in the Grandstand.

The Automobile thrill show is also held in front of the Grandstand plus a huge fireworks display.

The Grand Circuit Races are held each afternoon on the well kept mile track and vaudeville acts are presented on the stage between races.

Beginning Sunday, the State Fair Follies are held each night on the huge stage in front of the Grandstand across the track.

Besides playing host to thousands of persons for the events held there, the building contains many office spaces for organizations, directors and Farm newspapers.

THE CHOICE OF THOSE
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DAILY PROGRAM

Central Standard Time Prevails

TUESDAY, SEPTEMBER 6

GOVERNOR'S AND LEGISLATORS' DAY.

Special Events

10:30-11:30 A. M.—Indiana Lions All-State Band parades grounds.

1:00 P. M.—Indianapolis Military Band—Grand Circuit racing—Grandstand.

1:00-4:00 P. M.—Indiana Lions All-State Band—Coliseum.

7:30 P. M.—Horse Show—Wayne King's Orchestra—Coliseum.

7:00-8:15 P. M.—Indianapolis Military Band—Grandstand.

8:15 P. M.—State Fair Follies and Fireworks—Grandstand.

Judging

Horse—Percherons and Grade Draft, Coliseum.

Cattle—Shorthorns, Polled Shorthorns, Milking Shorthorns and Holstein-Friesians—Coliseum.

Swine—Poland Chinas and Chester Whites—Swine Arena.

Sheep—Shropshires, Corriedales, Dorsets (night)—Sheep Arena.

Goats—All Breeds.

Light Harness Horse judging, noon—Coliseum.

Exhibits and Displays

Style Show—Woman's Building, 10 a. m., 2 p. m. and 6 p. m.

Agriculture, horticulture and floriculture exhibits, day and night—Agriculture Building.

Fine arts, domestic arts display, day and night—Woman's Building.

Industrial exhibits, day and night—Manufacturers' Building and Machinery Field.

Conservation exhibit, day and night—Conservation Dept. Building.

4-H Home Economics Exhibits, 8 a. m.-9 p. m.—Youth Building.

Ball State Teachers College, Indiana University and Purdue University exhibits, their respective buildings, and Indiana State Teachers

College exhibit, northwest corner Coliseum, day and night.

Cetlin and Wilson rides and shows open until midnight.

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PERRY JOHNSON
Atlanta
Horse Department Director



HORSE DEPARTMENT

The Heavy Draft Horse barns accommodate the finest draft horses in the United States. It has 520 stalls and besides being used for the draft horse breeds is being used also to house horses of the saddle horse departments.

The building has ample room for dormitories where attendants stay the duration of the Fair. It has a fine arrangement of tie and box stalls and has ample room in the front of the building for a makeup ring.

The barn is connected to the Coliseum by a roofed pass where horses ready for showing will not be forced to be subject to the elements.

Through the Army Air Forces that occupied the building during the war, furnace rooms were built onto the building and heating system installed. The building can be converted for winter time use.

It is being used the year around to house many horses belonging to residents of Indianapolis.

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SANDWICHES



INDIANA STATE BOARD OF HEALTH

The Indiana State Board of Health besides standing guardian over the health of citizens of the state are on hand at the Indiana State Fair to assist with the welfare of many of those same people who trek annually to Indiana's Greatest Agricultural Exhibit.

Through the cooperation of the Indiana State Board of Health the Indiana State Fair has been able to maintain rigid control over the eating facilities at the Indiana State Fair.

The Indiana State Board of Health maintained 8 inspectors during the 1947 and 1948 Indiana State Fairs and during the 1948 Indiana State Fair made 2,300 food inspections.

In their report filed following the fair, only ten minor infractions were noted by the Board and stand operators who were cited signified by written statement to correct those faults before they were given permission to operate stands at the Fair in 1949.

It is through this service that the Indiana State Fair will present for the public eating stands that have the approval of the Indiana State Board of Health.

You haven't seen the Fair this Year...

*... until you've visited the
Farm Bureau Co-op exhibit at the mechanical
field. You'll see a complete display of what
farmers have done for themselves—working
together as neighbors through their Indiana
Farm Bureau Cooperative.*





to **S**atisfy themselves...

Those in agriculture and industry who are the proud owners of Oliver Tractors have looked beyond the commonplace—profitably!

The extra quality, the additional service life and the greater capacity for work have made these tractors a sound investment for their owners.

We know, however, that just as we of the Oliver organization can never be content to manufacture the ordinary—the quality of Oliver equipment finds a sure appeal among those who must own the finest in order to satisfy themselves.

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and Industrial Machinery"*



INDIANA UNIVERSITY

"For a Century and a Quarter—Progress" is the theme of the Indiana University exhibit in the I. U. building located just west of the grandstand. One of the central attractions is in the Auditorium where "a state fair within a state fair" is being shown daily. For the rest and relaxation of visitors, a daily program is presented, featuring a one-act play written, produced and acted by I. U. students. The humorous play concerns two women who are annually the top winners in cake baking at the state fair and what happens when they discover a dark-horse contender in the form of a mild appearing male.

In addition there are 25 separate exhibits in the building that tell the story of the 125-year-old university. One exhibit is a full sized replica of a student's room in the newest hall of residence on the Bloomington campus which will be completed for occupancy this fall. A reproduction of a front window of the university's well-known Bookstore will display recent books by faculty members. The baseball champs of today and yesterday will feature the display of the athletic department.

In another exhibit, the work conducted at the Goethe Link observatory, the state's largest and which was recently given to I. U., will be explained.

The changing occupations and customs of Hoosiers is graphically shown by an exhibit arranged by the University's geography department. Another exhibit shows the work of Dr. Stith Thompson, dean of the graduate school and internationally known folklorist.

Schoolmen and women will be interested in the School of Education display of schools of the future. A display arranged by the chemistry department shows the contribution of the work of chemists to modern life. In this display is shown the quality of various chemicals needed to sustain human life. The botany department exhibit shows the relationship of fungi to man, including the mold used to produce penicillin, the "wonder drug."

A popular exhibit of last year is repeated in the graphic display of what has been the course of Indiana business over the last 17 years. Free copies of the latest edition of the I. U. business Review are available.

One exhibit concerns the Brown County I. U. Playhouse whose opening this summer in Nashville brought the acclaim of Hoosier theatrical critics. Dramatic productions on the I. U. campus also will be featured in this exhibit.

Among the other exhibits are those arranged by the professional schools of the university—law, medicine, nursing, dentistry.

A tradition begun in 1922 under the editorship of the late war correspondent, Ernie Pyle, is repeated again this year, with the publication in this building of a daily newspaper, the only such enterprise on a fairgrounds in the country. For Fair Week, reporters and photographers of the Indiana Daily Student, undergraduate newspaper of the university, have set up their news room in the building to "cover" the fair. The newspaper, printed each night in Bloomington, is rushed to the fairgrounds in time for free distribution each morning.

FOR CLEAN WHOLESOME FOOD EAT WITH
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 FINE FOODS—EXCELLENT SERVICE

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East Vehicular Underpass

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*Addition to the Swine Pavilion
East Vehicular Underpass
Three Pedestrian Underpasses*

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DAILY PROGRAM

Central Standard Time Prevails

WEDNESDAY, SEPTEMBER 7

EDUCATION AND CHILDREN'S DAY, (Children 12 and under admitted free).

Special Events

10:00 A. M.—Education Day Parade in front of grandstand.
10:30-11:30 A. M.—Indiana Lions All-State Band parades grounds.
1:00 P. M.—Indiana Lions All-State Band—Grand Circuit racing—Grandstand.
1:00-4:00 P. M.—Indianapolis Military Band—Coliseum.
7:30 P. M.—Horse Show—Wayne King's Orchestra—Coliseum.
7:00-8:15 P. M.—Indianapolis Military Band—Grandstand.
8:15 P. M.—State Fair Follies and Fireworks—Grandstand.

Judging

Horse—Percherons, a. m.; Belgians, p. m.—Coliseum.
Cattle—Hereford, Polled Hereford, Red Poll and Guernsey—Coliseum.
Swine—Duroc and Berkshire—Swine Arena.

Sheep—Hampshire, Oxford, Cheviots (night)—Sheep Arena.
Light Harness Horse judging, noon—Coliseum.

Exhibits and Displays

Style Show—Woman's Building, 10 a. m., 2 p. m. and 6 p. m.
Agriculture, horticulture and floriculture exhibits, day and night—Agriculture Building.
Fine arts, domestic arts display, day and night—Woman's Building.
Industrial exhibits, day and night, Manufacturers' Building and Machinery Field.
Conservation exhibit, day and night, Conservation Dept. Building.
Girls' 4-H exhibits, 4-H Auditorium.
Ball State Teachers College, Indiana University and Purdue University exhibits, their respective buildings, and Indiana State Teachers College exhibit, northwest corner Coliseum, day and night.
Cetlin and Wilson rides and shows open until midnight.

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Wawaka
Manufacturers' Building



MANUFACTURERS BUILDING

The Manufacturers Building, a modern and expansive building housing exhibits pertaining to the Farm and home and the latest in automobiles has always been a highlight of the Indiana State Fair.

The building is equipped with kitchen arrangements for the preparation of food and a heating plant.

It is used extensively throughout the year for various exhibits housing the Indianapolis Home Show for the past 24 years. Many automobile dealers use the building for exhibitions, demonstrations and conventions.

It has a depress where many automobiles have been shown in former years and they are always a source of interest during the Fair. Many automobile manufacturers strive to show their latest models at the Indiana Staet Fair for the first time.

Again in '49 more and better rural telephone service

About six out of ten rural families in this company's territory have telephones. Telephones in service have more than doubled since 1942.

They keep farm folks in touch with friends and neighbors . . . markets . . . sources of supply.

We'll keep moving ahead as fast as possible toward our goal of rural telephones for all who want them.

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BEST WISHES FOR A SUCCESSFUL FAIR

A & P FOOD STORES

DAILY PROGRAM

Central Standard Time Prevails

THURSDAY, SEPTEMBER 8

FARMERS' AND FARM ORGANIZATION DAY

Special Events

10:00 A. M.—Farmers' Day Parade in front of Grandstand.
10:30-11:30 A. M.—Indiana Lions All-State Band parades grounds.
1:00 P. M.—Indianapolis Military Band—Grand Circuit racing—Grandstand.
1:00-4:00 P. M.—Indiana Lions All-State Band—Coliseum.
7:30 P. M.—Horse Show—Wayne King's Orchestra—Coliseum.
7:00-8:15 P. M.—Indianapolis Military Band—Grandstand.
8:15 P. M.—State Fair Follies and Fireworks—Grandstand.

Judging

Horse—Belgians, Coliseum.
Cattle—Aberdeen-Angus, Ayrshire and Jersey, Coliseum.
Swine—Spotted Poland China and Hampshire, Swine Arena.
Sheep—Southdown and Suffolk, Sheep Arena.

Light Harness Horse judging, noon, Coliseum.

Exhibits and Displays

Style Show—Woman's Building, 10 a. m., 2 p. m. and 6 p. m.
Agriculture, horticulture and floriculture exhibits, day and night—Agriculture Building.
Fine arts, domestic arts display, day and night—Woman's Building.
Industrial exhibits, day and night, Manufacturers' Building and Machinery Field.
Conservation exhibit, day and night, Conservation Dept. Building.
4-H Home Economics Exhibits, 8 a. m.-9 p. m., Youth Building
Ball State Teachers College, Indiana University and Purdue University exhibits, their respective buildings, and Indiana State Teachers College exhibit, northwest corner Coliseum, day and night.
Cetlin and Wilson rides and shows open until midnight.

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INDIANAPOLIS STOCK YARDS



MICHAEL J. MEYER
Elwood
Director of Police and
Safety



POLICE AND SAFETY

The number of automobiles and pedestrians concentrated in the Indiana State Fairgrounds during the Indiana State Fair constitutes problems in the direction of that traffic in the proper channels.

The Indiana State Fair Board provided pedestrian tunnels and automobile tunnels to handle the enlarged traffic conditions.

Two automobile tunnels are built beneath the mile track. One tunnel is beneath the west end of the track and the other is beneath the east end of the track. Three pedestrian tunnels bisect the track on the north and south. The pedestrian tunnel on the north is near the mechanical field and the one on the south comes out east of the Indiana University Building.

The building of the tunnels greatly enhanced the handling of pedestrian and automobile traffic during the fair.

The Indiana State Fair Board hires several hundred guards who work under the supervision of the Indiana State Police in directing the automobile and pedestrian traffic.

Through a safety program instituted by the Indiana State Fair Board, crowding and slow moving traffic has been held at a minimum.

BORDEN'S ICE CREAM and BORDEN'S CAPITOL DAIRY MILK

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INDIANAPOLIS

Market 9435

AERIAL VIEW OF INDIANA STATE OF BUILDINGS, EXHIBITS, C

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INFORMATION BOOTH
MECHANICAL
FIELD

AIR GROUND, SHOWING LOCATIONS ATES AND PARKING AREAS



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32. Grandstand.

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Writes full mortality insurance on Saddlers, Show and Farm Horses—also Feeders,
Dairy, Farm and Show Cattle

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INDIANAPOLIS, INDIANA

DAILY PROGRAM

Central Standard Time Prevails

FRIDAY, SEPTEMBER 9

INDIANAPOLIS MANUFACTURERS' AND FLYING FARMERS' DAY.

Special Events

10:30-11:30 A. M.—Indiana Lions All-State Band parades grounds.
1:00 P. M.—Indiana Lions All State Band—Grand Circuit racing—Grandstand.
1:00-4:00 P. M.—Indianapolis Military Band—Coliseum.
7:30 P. M.—Horse Show—Wayne King's Orchestra—Coliseum.
7:00-8:15 P. M.—Indianapolis Military Band—Grandstand.
8:15 P. M.—State Fair Follies and Fireworks—Grandstand.

Judging

Cattle—Sale of Beef Calves, Coliseum—1:00 p. m.
Swine—Tamworth, Hereford, OIC, Swine Arena.
Horse Show, Coliseum, 10:00 a. m.-12:30 p. m.

Exhibits and Displays

Style Show—Woman's Building, 10 a. m., 2 p. m. and 6 p. m.
Agriculture, horticulture and floriculture exhibits, day and night—Agriculture Building.
Fine arts, domestic arts display, day and night—Woman's Building.
Industrial exhibits, day and night, Manufacturers' Building and Machinery Field.
Conservation exhibit, day and night, Conservation Dept. Building.
4-H Home Economics Exhibits, 8 a. m.-9 p. m., Youth Building
Ball State Teachers College, Indiana University and Furdue University exhibits, their respective buildings, and Indiana State Teachers College exhibit, northwest corner Coliseum, day and night.
Cetlin and Wilson rides and shows open until midnight.

Quick as a wink... and just as easy!

GULFSPRAY AEROSOL BOMB

pulls the trigger on flies, mosquitoes, flying moths
-gets 'em by the roomful!

has the formula with the Sunday punch!



usual price
\$1.45
full 12 ounces

fills average room
with death-dealing mist
for little more than 2¢





LOUIS J. DEMBERGER
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Poultry Department
Director



POULTRY BUILDING

The Poultry Building of the Indiana State Fair houses many thousand of the best chickens, ducks, geese, rabbits and pigeons.

The building of concrete and brick structure is modern and well equipped to handle the many thousands of fowl which are shown at the Fair each year.

The building is well ventilated and the latest wire cage equipment is available for exhibitors.

During the year the building is used for exhibitions, breed shows and entertainments. It is used for storage of automobiles and various other equipment.

ALWAYS REFRESHING

BEECH-NUT GUM

WHILE AT THE FAIR DROP IN AT OUR SPACE IN MECHANICAL FIELD

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247 PEARL ST., FORT WAYNE

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PURDUE UNIVERSITY

A complete farmstead, including a model house built to full scale, a dairy barn, fields of corn, a farm machine shop and a poultry house, will be in operation in the Purdue University Building at the Indiana State Fair, opening Sept. 1 in the State Fairgrounds at Indianapolis and extending to Sept. 9. W. F. Graham, associate in short courses and exhibits, is supervising the many items of interest that will be displayed.

The thousands of Indiana farmers attending the fair will be able to see some of the research tests and work being done by Purdue specialists and will hear of the practices they recommend. From these exhibits they are expected to gain many valuable ideas on farm operation which they can apply to their own buildings and fields. Many Purdue specialists will be present during the several days of the fair to talk to the farmers, answer their questions and discuss their own particular problems with them.

Farm women will undoubtedly be interested in the completely modern kitchen and utility room in this modern house. Both the kitchen and the utility room will be equipped with up-to-date but moderately-priced furnishings. A table of costs on the equipping of the two rooms at a total cost of \$1,800 will be available and the farm wife will have opportunity to see what changes she might make to turn her own kitchen into an efficient U-shaped unit.

The house and all other buildings and exhibits in the Purdue Building are properly landscaped with grass lawns and shrubbery. Electricity for the lights and power in the buildings and for the equipment and machines on demonstration will come from a specially-built unit in the building. All the buildings will be approved wiring according to the code.

Proper poultry production practices will be shown in a section of the poultry house and farmers will have opportunity to see the proper storage of corn and grain in a double corn crib. A power grinder will also be on display.

Several varieties of corn actually growing in a plot of ground will fill one corner of the building. The corn will be transplanted from Purdue plots where it has been growing under the cultivation and watchful eye of Purdue agronomists. The exhibit will point out the rates of growth of the different varieties.

A full-scale gully will bring to the minds of many farmers a "bad spot" on their own farm and a sod waterway built over a similar gully will demonstrate for them how the highly destructive erosion can be controlled. This will be a special exhibit of the soil conservation specialists.

In the field of animal husbandry, the use of a full-scale Purdue hog range and shelter, a mineral feeder and an automatic water fountain will be demonstrated.

The elaborate dairy barn will be equipped with an ultra-modern milking parlor and "loafing pen". Cows will be milked by automatic milkers and the milk will be piped first into the cooler and then directly into the can for hauling away to the creamery. With this completely modern equipment, the milk is never touched by the operator. The entire dairy barn and the milk house meet the Grade A milk standards. The cows under recommended practices are milked two at a time and then turned into the "loafing pen".

Adjoining the dairy barn will be a silo showing the proper storage of grass silage. A demonstration will be given on the use of various preservatives of silage and their comparative value and use as tested by Purdue specialists. In the area in the center of the Purdue building will be an exhibit of a safe water system for the farm where approved equipment for the farm water system will be on display.

In the full-scale machine shed and farm shop, the farmer will see complete equipment for all farm emergencies when general machinery and equipment repairs are needed. Close by this farm shop, visitors also will see a demonstration of penta post treatment, an exhibit by the forestry department showing how proper treatment can delay the decay of fence posts.

At the noon hour each day, WBAA, Purdue-owned and operated radio station, will broadcast from the front porch of the model house with a special program of interviews and descriptions of the exhibits.

The Purdue Building also will be open and the exhibits in operation for the National Dairy Exposition to be held Oct. 8 to 15.

BRULIN & CO., INC.

CATTLE SPRAY - DISINFECTANTS - INSECTICIDES

FOR FARM, INDUSTRIAL and INSTITUTIONAL USE

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Thousands of Indiana Farmers Use and Recommend . . .

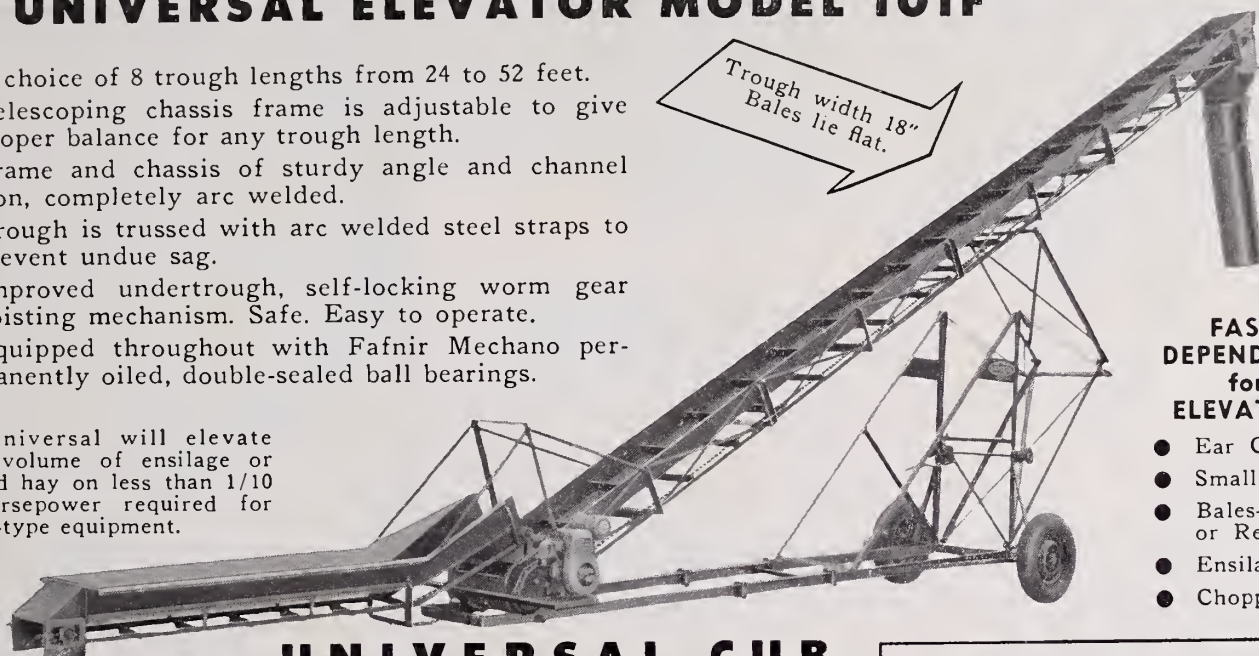
UNIVERSAL

MOBILE GRAIN & HAY ELEVATOR

UNIVERSAL ELEVATOR MODEL 101F

- A choice of 8 trough lengths from 24 to 52 feet.
- Telescoping chassis frame is adjustable to give proper balance for any trough length.
- Frame and chassis of sturdy angle and channel iron, completely arc welded.
- Trough is trussed with arc welded steel straps to prevent undue sag.
- Improved undertrough, self-locking worm gear hoisting mechanism. Safe. Easy to operate.
- Equipped throughout with Fafnir Mechano permanently oiled, double-sealed ball bearings.

The Universal will elevate larger volume of ensilage or chopped hay on less than 1/10 the horsepower required for blower-type equipment.



FAST, DEPENDABLE for ELEVATING

- Ear Corn
- Small Grain
- Bales—Round or Rectangular
- Ensilage
- Chopped Hay

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The Biggest Small Elevator VALUE on the Market TODAY!

- You don't need to carry the Universal Cub . . . you can wheel it. Trails behind tractor, truck or car. Chassis quickly detached from elevator trough by merely removing one pin. Elevator can then be easily lifted up onto wagon or truck if desired.
- Elevator trough is of durable 18-gauge Otiscoloy steel—6 in. wide at bottom flaring to full 11 in. at top. Trough length is 16 ft.—comprised of 8-ft. head and boot sections. A 6-ft. intermediate section may be added to make 22-ft. length.
- Head and boot shaft bearings are Fafnir Mechano, permanently oiled and sealed. No. 55 open link steel flight chains. Heavy 2 1/4" x 3/16" flights.

- 1 1/2 h.p. gasoline engine or 3/4 h.p. electric motor optional equipment. V-belt drive. Motor mount gives maximum clearance for ear corn. Large, rigid hopper—detachable.
- Sturdy tubular chassis. Roller bearing wheels with 4.00 x 8 rubber tires. Easily operated ratchet spool hoisting mechanism.
- Fast elevating of small grain, ear corn, chopped hay, etc.

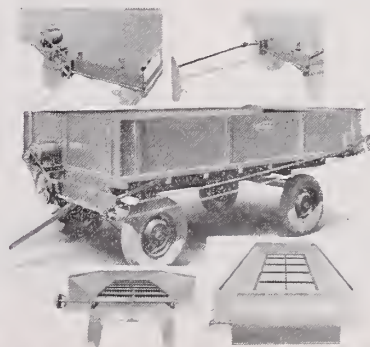


Compare Universal Cub for durability, performance and price. See your Universal dealer or write for illustrated literature.

Have You Seen the NEW

UNIVERSAL WAGON UNLOADER

Field tested since 1947. Fits any regular wagon bed. You can easily install it in your own wagon bed in 3 hours or less. Operated by tractor power take-off, gasoline or electric power pack. Driven by No. 62 open link chain, thus eliminating all side bearings. Sturdy, dependable. Equipped with high-grade ball bearings.



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Your **INDIANA RADIO STATIONS**

Your Guide to the Best in Radio

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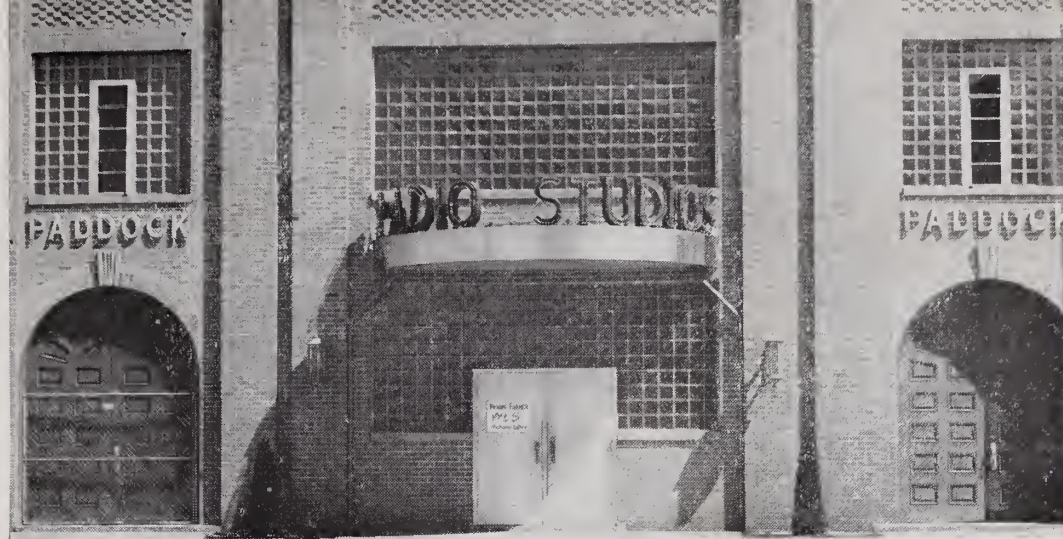
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 Marion
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 Muncie
 Newcastle
 Richmond
 Shelbyville
 South Bend
 South Bend
 Terre Haute
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 Vincennes
 Wabash
 Warsaw
 Washington

Visit the RADIO CENTER While at the State Fair





ROGER G. WOLCOTT
Indianapolis
Publicity, Amusements
Director



C. Daniel J. Zimmerman, Inc., Architects

RADIO CENTER

The Radio Center and Paddock located at the East End of the Grandstand on the Indiana State Fairgrounds houses broadcasting studios for most of the 40 radio stations which are broadcasting programs from the Fair.

The brick and steel concrete structure is 170 x 88 feet in size. It has twelve studios with acoustic boarded walls.

The main floor of the building house the paddock—a facility on which Grand Circuit racing officials are well pleased. Forty-four stalls are in the paddock and horses entered in the days races are housed in the paddock several hours before the races start where they are under guard to prevent tampering.

The Fair's speed department and a testing laboratory are housed in the paddock. One of the ideas in having the paddock is to give officials better control over the horses entered in a given days program and to prevent delays in calling entries for events.

Greetings, to Hoosierland's Great State Fair, from



Chicago's best known radio station . . . serving the middlewest since 1924 . . . remember, it's 720 on your dial for programing that satisfies.

WHAS *covers* THE INDIANA STATE FAIR . . .



with complete reports
by **FRANK COOLEY**
WHAS Agricultural Coordinator

Cooley will make a circuit of the fairgrounds with the WHAS mobile unit to bring his legion of radio listeners the story of the Fair! Since you saw or heard him at the Fair last year, Cooley has traveled over 15,000 miles and appeared before 1,703,931 farm people over Kentuckiana!

with entertainment
by **HERBIE KOCH, WHAS Organist**

. . . Who will play your favorite music at the Hammond organ . . . every afternoon and evening in the Coliseum Building!

WHAS Farm Program Schedule

(All Times Central Standard)

MONDAY THROUGH FRIDAY

News—6:00-6:05 a.m.

Market Digest—6:05-6:15 a.m.

Farm News—Frank Cooley—6:15-6:30 a.m.

News—12:30-12:40 p.m.

Radio Almonoc—12:40-12:45 p.m.

Farm Market—12:45-1:00 p.m.

SATURDAY

Tomorrow's Tobacco—6:00-6:15 a.m.

Farm News—Frank Cooley—6:15-6:30 a.m.

Farm Features—Frank Cooley—11:30-11:55 a.m.

WHAS

Louisville 2, Kentucky

**50,000 Watts • 1A Clear Channel
840 On Your Dial**

**THE WELCOME SIGN
IS ALWAYS OUT—
at the
WIRE STUDIO!**

While you're here at the fair, you'll want to see, and hear, the variety of WIRE programs put on the air direct from Studio A in Radio Center. See these, and other, "live WIRE" personalities:

- ① RUTH REYNOLDS
- ② JIM LOWE
- ③ GLEN WILSON
- ④ WALLY NEHRING
- ⑤ TOM CARNEGIE
- ⑥ ALLEN JEFFERIES
- ⑦ DONALD BRUCE
- ⑧ TOM PEDEN
- ⑨ JERRY CHAPMAN

Or, listen to your favorite network show in the WIRE studio.

Yes, sir, you'll find there's something going on just about all the time in the WIRE STUDIO, here in Radio Center. Drop in any time.



**THE BEST SHOWS IN RADIO
ARE ON**



**WIRE 1430
ON YOUR DIAL**



GILMAN C. STEWART
Greensburg
Sheep Department Director



SHEEP DEPARTMENT

The Sheep Barn of the Indiana State Fairgrounds has a pen capacity of 1,500. The Sheep and wool industry is most important on Indiana Farms.

The Sheep Barn is modern in design built on open pavilion design. It has a makeup arena and seating capacity for the public convenience.

It has several offices and dormitories for herders. The director and his assistants work from the pavilion and direct the activities of the sheep shearing contests, shows, and 4-H Club activities.

SERVING THOUSANDS OF STATE FAIR VISITORS WITH FINE WHOLESOME FOOD

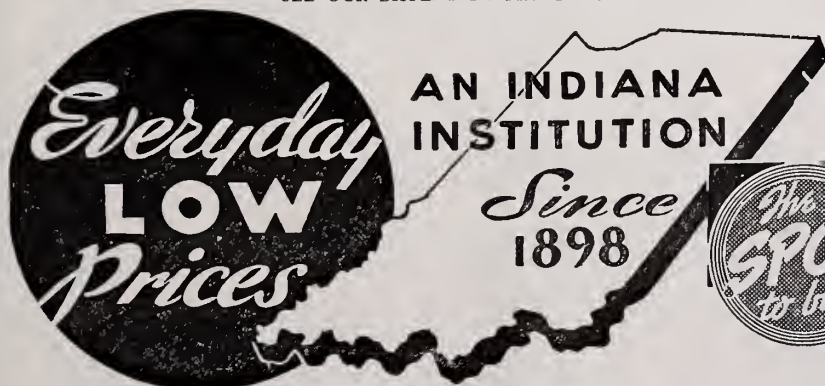
FRANK R. LONG

A FINE PLACE TO EAT

NORTHWEST CORNER, CATTLE BARN

ENJOY THE FAIR WITH THE FINEST FOOD

SEE OUR DISPLAY IN MANUFACTURERS BUILDING



SERVING INDIANA FOR 51 YEARS

AUTO SUPPLIES - CORDOVAN TIRES
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BICYCLES AND SUPPLIES - PHILCO RADIOS



Guarantee
AUTO SUPPLY STORES

10 STORES IN INDIANAPOLIS, OTHERS IN
 • ANDERSON • LAFAYETTE • MUNCIE
 • COLUMBUS • LEBANON • NEW CASTLE
 • CONNERSVILLE • MARION • RICHMOND
 • SHELBYVILLE • FRANKLIN • LOGANSPORT

**THIRD TIME FOR YOUR
GREAT INDIANA STATE FAIR
AGAIN ON THE MIDWAY**



**LARGEST MIDWAY ON
NORTH AMERICAN CONTINENT**

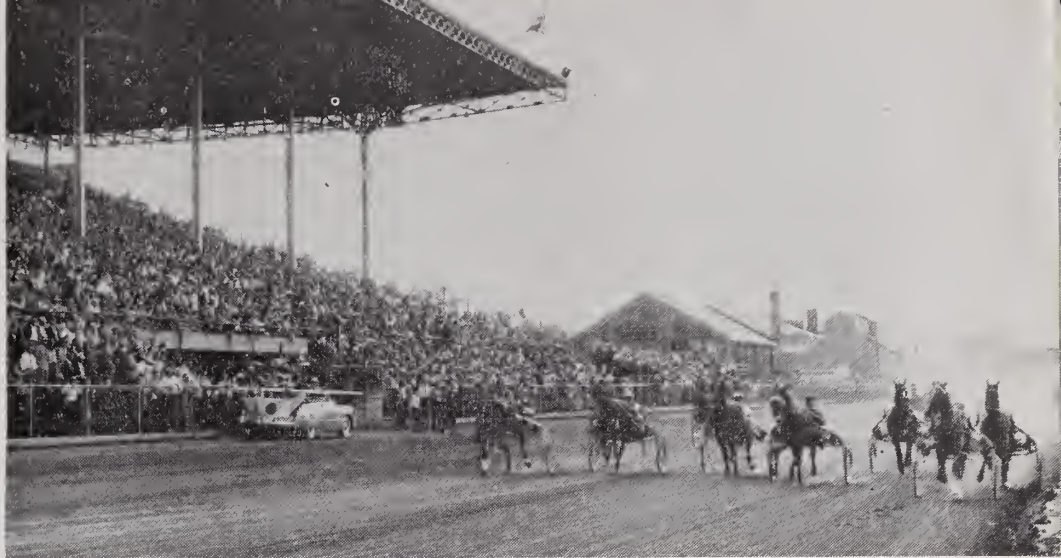
OUR THIRD YEAR IN INDIANA

SENSATIONAL SHOWS

THRILLING RIDES



L. ORVILLE MILLER
Goshen
Speed Department Director



SPEED DEPARTMENT

The activities of the Speed Department Director for the Indiana State Fair are primarily bringing the best trotting and pacing horses to the various events held throughout the week.

Besides advertising for the best horses and drivers in the country the department director must arrange for the various stakes. He arranges for judges and lines up the races so that a fast moving and interesting show will be carried out.

Harness horse racing has its roots deep in fair traditions and as the automobile began to take over some of the chores of the horse, harness horse racing began to become more and more in demand at State Fair Time.

This year, more money than ever before will be paid in purses bringing the best horses in the United States to the Indiana State Fair Race program.

MOST OF THE TENTS
ON THE INDIANA STATE FAIR GROUNDS WERE RENTED FROM
INDIANAPOLIS TENT AND AWNING CO.
MANUFACTURERS OF FAMOUS SUN-SHADE AWNINGS

WE GO ANYWHERE

BUILDING DECORATIONS—GROUND DECORATIONS—OUTDOOR LIGHTING EFFECTS

For Fairs, Celebrations and Reunions—

EDGERTON & COMPANY

OF INDIANAPOLIS

MAINTAINING A NATION-WIDE EXHIBITION SERVICE



FRANK HERMELBRACHT WINS at FT. WORTH *A Third Generation Tarkio Feeder...*

It was with special pride we heard from John G. Hermelbracht, well-known Bancroft, Nebraska, feeder (and frequent market-topper) that his son, Frank, "post-graduate" Cuming County 4-H exhibitor, had won the Reserve Grand Championship of the great 1949 Ft. Worth Show, and "cashed in" at \$2.00 lb. on his fine 1060-lb. Tarkio-fed Angus steer.

For our records show that John Hermelbracht (now deceased), grandfather of Frank, purchased his first carload of Tarkio back in 1914 . . . 35 years ago . . . and that the Hermelbrachts have been feeding Tarkio ever since!

That Frank inherits part of his feeding ability is proved by the following representative sales made by his Dad on the 1948 Omaha Market: July 14, 28 heifers @ \$38.50 (top); Nov. 8,

42 steers, 1110 lbs., @ \$39.00 (top); Nov. 9, 44 yearling steers, 1040 lbs., @ \$38.00 (top for weight).

Concerning his ration, Frank writes: "My steer had rolled corn, oats and barley, prairie hay, linseed meal and Tarkio (with ground ear corn to start)".

Give a sugar-rich Tarkio-balanced ration like this a chance to prove its worth in your 1949 feeding operation . . . either for market or show. We believe you will see why we have so many "repeat" customers like the Hermelbrachts.



Tarkio Molasses Feed Co., Stockyards, Kansas City, Mo.



P. L. WHITE
Oxford
Swine Department Director



SWINE DEPARTMENT

The recently completed addition to the Swine Barn of the Indiana State Fair now makes the barn the "finest in the world" according to reports from swine breeders from over the United States.

There are now approximately 1,400 pens available for exhibitors. But this is only a part of the additions and improvements to the huge building. There are facilities for housing exhibitors in the upstairs part of the building and these include bunk space, showers and toilets all close to the exhibits.

New loading docks and roadways have been built and the basement houses maintenance and repair shops for the Fairgrounds staff.

BUY U. S. SAVINGS BONDS!



See the John Deere Display North of the Race Track

There's a big treat in store for you at this Exhibit. You'll see new, modern farm machinery that will lighten your job, save many hours of work and increase your farming profits.

From one end of the exhibit to the other, John Deere implements are displayed for you to inspect leisurely and to "talk over" with our Fair representatives. Spend a few hours at our exhibit. You'll enjoy every minute!

John Deere Plow Company

VISIT THE Women's Building Cafeteria

At the

INDIANA STATE FAIR

Completely Changed

120 Feet of Food Display for Your Selection

TWO ENTRANCES

North East Corner

South East Corner

Of Women's Building

WATCH THE SIGNS ON BUILDING

Hotel Chefs

Finest of Foods

Plenty of New Tables

**Visit Golding's Famous Barbecue Stand
in Front of Cattle Barn**

You Can Rest and Enjoy the Best at the State Fair



MRS. KAROLYN
HOLLOWAY
Colfax
Woman's Building Director



WOMEN'S DEPARTMENT

The Indiana State Fair is not without its cultural activities. The Women's Building is the center of these activities housing the Fine Arts, Culinary Exhibits, canned goods, needle work and baked goods.

The best of Indiana Artists exhibit at the Indiana State Fair and the fine arts show is looked for from year to year. Aside from the exhibits on display a daily style show is held in the modern building featuring the latest in Women's and Children's clothing.

The Women's Department has always been under the supervision of a man until Mrs. Holloway was appointed during the war years to assist with the 4-H Shows.

Mrs. Holloway was appointed director of the Women's Department in 1946 to become the first woman ever to hold that post.

The building was used extensively by the Army Air Forces as offices for the distribution of carburetors during the war.

When the grounds was turned back to the Indiana State Fair many hours of work went into putting the building in order for Fair use. The building suffered many "war wounds" and several of the scars are still visible. However two new art center rooms have been placed in the building and the building itself with many modern conveniences added has assumed its natural state of being.

Indiana Grain Machinery Corp.

420 SOUTH MERIDIAN STREET

"NEW" - Hammer Mills & Supplies - "REBUILT"

INDIANAPOLIS 4, INDIANA

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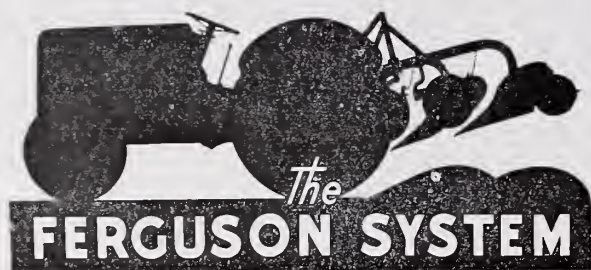
AT EAST FALL CREEK ENTRANCE

BREAKFAST, LUNCH AND DINNER
SERVED DAILY

COTTON'S SHELL SERVICE STATION

Southeast Corner
Fairgrounds and 38th St.

**NOW it's
FERGUSON all the way!**



More Power
with Continental
valve-in-head Engine
More Speeds
Automatic Hydraulic
Overload Protection

Hydraulic
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Front Wheel
Tread Adjustable

* * * * *

No Other Tractor
Combines All These
Features.

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• Ferguson System

• Ferguson Implements

New Ferguson Tractors, with the one and only
Ferguson System . . . invented, perfected and
patented by Mr. Harry Ferguson, are now being
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"The World's Most Versatile Farm Equipment"

Forage Harvesters

Feed Grinders

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STATE DISTRIBUTOR

Tractor Specialties Corporation

West Walnut Street

Greencastle, Ind.

Continental Chain Link Fence

*Provides Safe Protection for Visitors
to the Indiana State Fair*



Above is a view of the exciting horse races at the Indiana State Fair. Notice the protection afforded spectators by Continental Chain Link Fence

Continental Flame Sealed Farm Fence Lasts Longer!

Indiana institutions, industries, schools and residences have demonstrated a decided preference for Continental Chain Link Fence . . . it protects as well as beautifies . . . it is reasonably priced.

Thousands of farmers know the value of buying Continental Fence . . . the only fence with the exclusive FLAME SEALED zinc coating which gives greater protection against rust. Buy it from your local Continental dealer. There are 15 styles.

ALSO A COMPLETE LINE OF 14 STYLES OF STEEL
ROOFING AND SIDING

NAILS STAPLES BARB WIRE GATES POSTS
BALE TIES BRADS CLOTHES LINES

(Write for Free Catalog)

Continental Steel Corporation

General Offices, Kokomo, Indiana



DEAN HARRY J. REED
Purdue University
Ex-Officio Member



4-H BUILDINGS

The Youth Buildings of the Indiana State Fairgrounds are of the latest design in modern architecture. They are roomy and light and add much to the comfort of the more than 400 youth of Indiana who are housed in the building during the Indiana State Fair.

One of the dormitories is for the boys and the other building is for the girls. A basketball floor and stage is housed in the auditorium. It is a meeting place for both and much activity is evident during the fair.

The buildings are used throughout the year as a meeting place for the Youth of State.

The Kiwanis Club 4-H Camp was held in the buildings and was highly successful.

The Indiana State Fair Girls School which is composed of nearly 300 girls from over the state are housed in the 4-H Buildings during the Fair. Three girls from each county are eligible for the school. The Indiana State Fair Board gives 12 scholarships each year to girls to attend the school.

SCOTT COUNTY CANNED GOODS



MORGAN PACKING CO.

Austin, Indiana

STEWART FENCES FOR ALL TYPES OF PROPERTY

Yes, there is a Stewart Fence to meet the requirements of Industrial, Residential, School, Church, Public, Parks, Playgrounds, Parking Lots and every other type of property. Stewart high-quality Iron and Chain Link Wire Fences are the result of more than sixty years of fence building experience. Stewart Iron Fence is made in a wide range of designs from perfectly plain to highly ornamental styles. Stewart Chain Link Wire Fence is available in several weights and heights from low lawn type to



Stewart Iron Fence

high industrial fence with barbed wire overhang. Framework for Stewart Chain Link Wire Fence may be all beam, as shown in the illustration at the extreme right, all pipe, or a combination of pipe and beam. Style 3TH is recommended where the utmost in protection is essential. All Stewart Fences are built to give many years of low cost service. Phone, write or wire Don Merrill. He will be glad to consult with you and quote



Chain Link Wire Fence



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prices on the proper type of fence for your property. Or he will be glad to send a catalogue.

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IRON
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WIRE
FENCES

The Stewart Iron Works Co., Inc.

Don L. Merrill, Branch Mgr.

310 Test Bldg.

Indianapolis, Ind.

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We Back 'em Both!

Indiana State Fair

The more than 93,000 Indiana Farm Bureau families are proud of Indiana's great show window of agricultural products—the Indiana State Fair.

Farm youth organizations such as 4-H Clubs, F. F. A. Clubs, Rural Youth Clubs and Pet and Hobby Clubs play an important part in making the Fair the success that it is. Farm Bureau realizes the importance of these groups and backs them all, for farmers know that it is through them that the rural leaders of tomorrow are developed.

As Indiana Farmers look to the future, the support and backing that their organization gives these youth groups alone makes it good business to be in Farm Bureau.



International Dairy Exposition

From its inception right down through the staging of the first annual International Dairy Exposition, the Indiana Farm Bureau has promoted and helped finance this great farm show, destined to make Indiana the dairy capitol of the world.

This show, to be held at the Indiana State Fairgrounds, October 8 through 15, has the wholehearted support of 93,000 Farm Bureau families who well realize the importance of the dairy cow in our American agricultural economy.

Yes, Farm Bureau has given liberally of its leadership, finance and effort in the advance sales of tickets to make this show an outstanding success.

INDIANA FARM BUREAU, Inc.

130 E. Washington St.

::

Indianapolis 4, Indiana

STATE FAIR PREMIUM AWARDS HIGHEST EVER

Premiums and purses for the 1949 Indiana State Fair will reach an all-time record high of more than \$308,000.

That is approximately \$8,000 more than was offered last year—the previous high year in total premiums and purses. Of the total amount, the State Fair Board is offering \$191,561.48. Special awards originally offered totaled \$116,679.35 but that will be increased by approximately another \$7,000 put up subsequently for the Horse Show.

The Special awards come from payments and contributions as futurity and race or other special entry fees and awards made by organizations for special events on the program beyond the State Fair's regular events. A breakdown of awards by departments follows:

	<i>Offered by Fair</i>	<i>Specials</i>	<i>Totals</i>
Speed	\$ 46,500.00	\$ 98,500.00	\$145,000.00
Horse, Draft	11,502.48	_____	11,502.48
Horse, Night Show	20,550.00	5,000.00	25,550.00
Cattle, Beef	21,415.00	2,576.40	23,991.40
Cattle, Dairy	16,102.00	_____	16,102.00
Sheep and Goats	11,983.00	836.00	12,819.00
Swine	15,771.00	4,765.00	20,536.00
Poultry, Rabbits and Pigeons	7,168.00	137.00	7,305.00
Agriculture, Floriculture, Horticulture and Apiary	15,263.25	_____	15,263.25
Fine Arts	3,000.00	_____	3,000.00
Applied Arts	1,300.00	_____	1,300.00
Domestic Arts	1,490.00	_____	1,490.00
Culinary	1,410.00	_____	1,410.00
Farm Bureau Contest	500.00	_____	500.00
Girls' School Scholarship	216.00	_____	216.00
Farmers' Day Parade	500.00	500.00	1,000.00
Homemakers' Course	_____	500.00	500.00
Club Works—			
Colt Club	240.00	165.00	405.00
Calf Club (Beef)	3,156.00	820.00	3,976.45
Calf Club (Dairy)	2,006.00	87.50	2,093.50
Lamb Clubs	862.00	432.00	1,294.00
Pig Clubs	3,365.00	680.00	4,045.00
Poultry Clubs	447.00	105.00	552.00
Tomato Club	58.00	_____	58.00
Potato Club	266.00	_____	266.00
Apple Club	68.00	_____	68.00
Garden Club	773.75	_____	773.75
Entomology	232.00	100.00	332.00
Bee	45.00	_____	45.00
Arts, Crafts & Hobby Club	_____	150.00	150.00
Food Preservation, Sewing, Room Improvement, Baking, Dress Revue, H. E. Judging and H. E. Demonstration	2,527.00	_____	2,527.00
Boys' and Girls' Judging Contests	1,400.00	775.00	2,175.00
Trips	770.00	_____	770.00
Scholarships	675.00	550.00	1,225.00
Final Totals	\$191,561.48	\$116,679.35	\$308,240.83



CROWDS

A picture taken from the second floor of the Administration Building looking east show the crowds that jam the thoroughfares of the Indiana State Fairgrounds during the Fair.

Concession stands line both sides of the walk and people stop to gaze and listen to the hawkers chatter.

The Indiana Farm Bureau building is always a source of entertainment as a program is held daily in the building.

VISIT OUR DISPLAY

East Side Mechanical Field



Ford Farming
MEANS LESS WORK . . .
MORE INCOME PER ACRE



INDIANA TRACTOR SALES, Inc.

1500 Madison Avenue

Indianapolis, Ind.

Through Dealers in Every Indiana County

Servicing and Installation Work At
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Moran Electric Service, Inc.

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and APRON SUPPLY CO.**



**RENT TOWELS
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OUR COMPLIMENTS

to

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**HOME LAWN
MINERAL SPRINGS**

AND

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MINERAL SPRINGS**

SAME OWNERSHIP



MARTINSVILLE, INDIANA

Send Your **LIVE STOCK**

... To ...

Union Stock Yards—Indianapolis

We Believe We Have the BEST MARKET in the
Country—Let Us Prove It to You

**INDIANAPOLIS LIVE STOCK
EXCHANGE**

MEMBER FIRMS

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"Raising Live Stock is one business; Selling it is another"



COLISEUM RELIGIOUS SERVICE

One of the highlights of the Indiana State Fair Program is the Religious service on Sunday morning in the huge Coliseum.

The program is held in Sunday School style mainly for the 4-H Youth who are in attendance the entire week at the Fair.

Last year's program was highly effective when the members of the Indiana State Fair Girls School were dressed in white and were seated in such a manner as to form a cross in the center of the arena of the Coliseum.

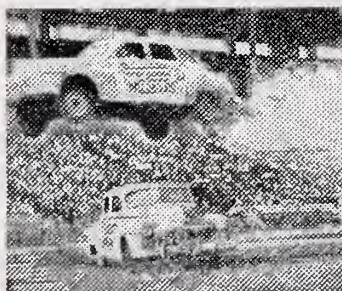
The boys and girls who were not part of the Cross ceremonies were seated in the arena themselves. The nearly 8,000 permanent seats in the Coliseum were filled with early fair goers who paused long enough in their gaiety to attend worship services.

In order to get the picture the photographer was forced to climb a catwalk near the ceiling of the huge coliseum.

IRISH **HORAN** and the...

Lucky **HELL** **DRIVERS**

ACTION!
SPEED!



Speedway Stars in
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25 thrill Packed Events!
20 of the nation's top stuntmen!
"THE SHOW THAT'S ALIVE WITH DEATH"

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NITE
SEPT. **2**

SAT.
NITE
SEPT. **3**

SUN.
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SEPT. **4**

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Indianapolis, Ind.

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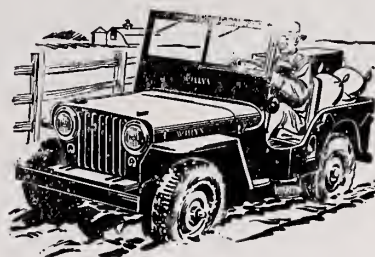
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Dial 211 and ask for Enterprise 2000
No Toll Charge

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Also Platform Stakes, Station
Wagons, and Other Body Styles

Full Line Farm Equipment

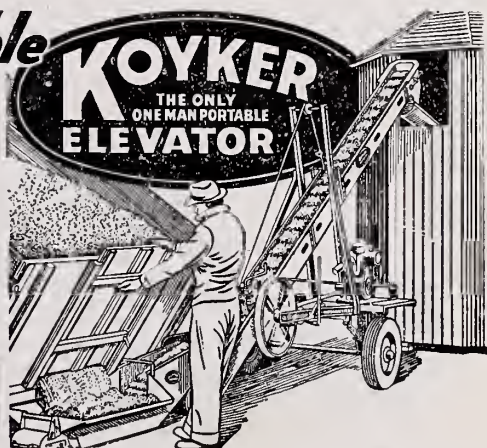
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ALL STEEL
CONSTRUCTION
HIGH SPEED
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LOADS AND
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EAR CORN,
GRAIN, SEED,
FEED, Etc.
TRUE
ONE MAN
OPERATION



NEW, TILTING- HOPPER FEEDER ATTACHMENT

Hopper edge is only 11 inches above the ground. Permits maximum dump of truck or wagon body. Can be quickly attached to the elevator in seconds. Powered thru the elevator, it is the practical way to handle all your unloading jobs.

Quickly Converted to Low Cost Drag Feeder

Prefabricated sections are assembled into position on the Tilting-Hopper Attachment to convert into a Drag Feeder of any length. Send for your free plans on feeder use and full information about this outstanding elevator equipment.

The ONLY truly portable elevator on the market. Spring mounted, all-steel construction with two 6:00 x 16" tires for rapid transit. So well balanced one man can easily maneuver it. Speedily loads and unloads many hard-to-handle items: Ear Corn, Grain, Feed, Seed, Fertilizer, Soy Beans, Potatoes, Peanuts, etc. Elevates to 18' at speeds up to 3500 bushels per hour. The KOYKER Elevator is a farm tool with a wide range of usage. Operated with the Tilting Hopper Attachment it is one of the most efficient methods of handling grain, corn, feed, etc. Build a Grain Chute and use with converted Drag Feeder in your cribs and bins. For Free Plans on this new farm tool, mail the coupon below.

KOOIKER MFG. CO. HULL, IOWA
Dept. 15F48
Send free plans for Drag Feeder and details about Koyker Elevators.

NAME
ADDRESS
CITY..... STATE.....

RADIO STATION LOCATIONS

- WBIW—(Bedford) Studio 5, Radio Center Bldg., daily broadcasts.
- WSUA—(Bloomington) Studio 5, Radio Center Bldg., daily broadcasts. Also cooperating with Midwest FM Network, Studio 9.
- WTOM—(Bloomington) Will transcribe programs at various points on grounds.
- WTTS—(Bloomington) Studio 8, Radio Center Bldg., daily broadcasts.
- WBBM—(Chicago) Will transcribe programs at various points on grounds. Harry Campbell, Farm Director.
- WGN—(Chicago) Will transcribe programs at various points on grounds. Hal Totten, Farm Director.
- WLS—(Chicago) Second floor of Grandstand, "Dinner Bell" program daily at noon. Free picnicking facilities.
- WKRC—(Cincinnati) Will transcribe programs at various points on grounds. Dick Cech, Farm Director.
- WLW—(Cincinnati) Swine Building, "Everybody's Farm Hour," with Roy Battles, Farm Director, Tuesday, Sept. 6 only, 12:40 p. m.
- WCSI—(Columbus) Studio 9, Radio Center Bldg., daily broadcasts in cooperation with Midwest FM Network.
- WCNB—(Connersville) Studio 11, Radio Center Bldg., daily broadcasts in cooperation with Hoosier FM Network.
- WFMU—(Crawfordsville) Studio 11, Radio Center Bldg., daily broadcasts in cooperation with Hoosier FM Network.
- WGBF—(Evansville) Studio 10, Radio Center Bldg., daily broadcasts. J. C. Kerlin, Farm Director.
- WIKY—(Evansville) Studio 9, Radio Center Bldg., daily broadcasts in cooperation with Midwest FM Network.
- WFTW—(Fort Wayne) Studio 9, Radio Center Bldg., daily broadcasts in cooperation with Midwest FM Network.
- WGL—(Fort Wayne) Will transcribe programs at various points on grounds.
- WOWO—(Fort Wayne) Will transcribe programs at various points on grounds. Jay Gould, Farm Director.
- INDIANA BROADCASTERS ASSOCIATION INFORMATION CENTER, Radio Center Bldg., first office at head of entrance stairway. C. Bruce McConnell, President.
- WFBM—(Indianapolis) Studio 2, Radio Center Bldg., daily broadcasts and television demonstrations. Harry Martin, Farm Director.
- WIBC—(Indianapolis) Studio 3, Radio Center Bldg., daily broadcasts. Oscar Cooley, Farm Director.
- WIRE—(Indianapolis) Studio 4, Radio Center Bldg., daily broadcasts.
- WISH—(Indianapolis) Studio 6, Radio Center Bldg., daily broadcasts. Howdy Carlson, Farm Director.
- WXLW—(Indianapolis) Studio 7, Radio Center Bldg., daily broadcasts.
- WITZ—(Jasper) Will transcribe programs at various points on grounds. Bill Richardson, Farm Director.
- WIOU—(Kokomo) Studio 5, Radio Center Bldg., daily broadcasts. Dix Harper, Farm Director.
- WASK—(Lafayette) Studio 5, Radio Center Bldg., daily broadcasts. Also cooperating with Midwest FM Network, Studio 9.
- WBAA—(Lafayette) Purdue Bldg., daily broadcasts. Harry R. Leckrone, Farm Director.
- WHAS—(Louisville) Will transcribe programs at various points on grounds. Frank Cooley, Farm Director. Herbie Koch at the organ in Coliseum daily.
- WBAT—(Marion) Will transcribe programs at various points on grounds.
- WMRI—(Marion) Studio 11, Radio Center Bldg., daily broadcasts in cooperation with Hoosier FM Network.
- WCTW—(Newcastle) Studio 11, Radio Center Bldg., daily broadcasts in cooperation with Hoosier FM Network.
- RADIO CENTER OFFICE—Studio 1, Radio Center Bldg., Lou Culp, Director.
- WSRK—(Shelbyville) Studio 11, Radio Center Bldg., daily broadcasts in cooperation with Hoosier FM Network.
- WHOT—(South Bend) Studio 5, Radio Center Bldg., daily broadcasts.
- WSBT—(South Bend) Will transcribe programs at various points on grounds. Phil Combs, Farm Director.
- WBOW—(Terre Haute) Will transcribe programs at various points on grounds. Leo Baxter, Farm Director.
- WTHI—(Terre Haute) Will transcribe programs at various points on grounds. Arnold C. Johnson, Farm Director.
- WAOV—(Vincennes) Will transcribe programs at various points on grounds. Albert C. Vare, Farm Director.
- WWNI—(Wabash) Studio 9, Radio Center Bldg., daily broadcasts in cooperation with Midwest FM Network.
- WRSW—(Warsaw) Studio 11, Radio Center Bldg., daily broadcasts in cooperation with Hoosier FM Network.
- WFML—(Washington) Studio 11, Radio Center Bldg., daily broadcasts in cooperation with Hoosier WM Network.

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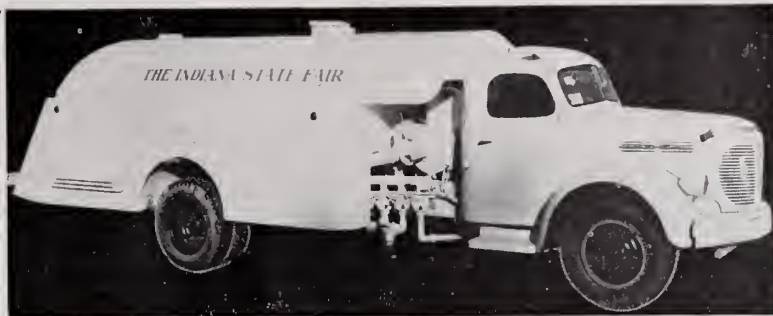
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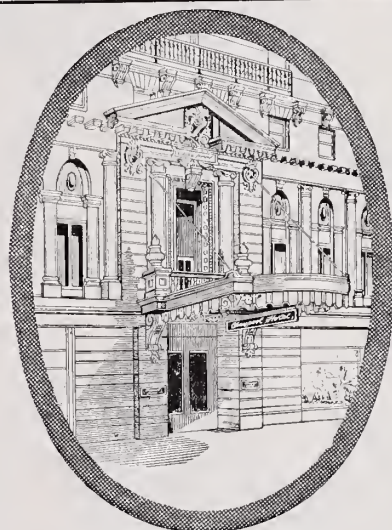
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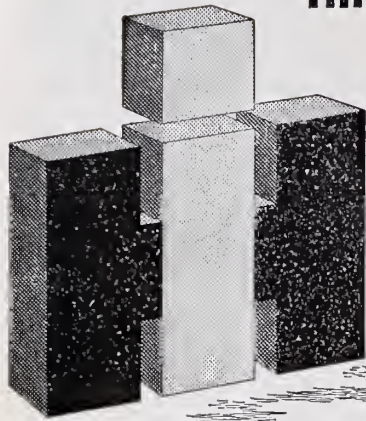
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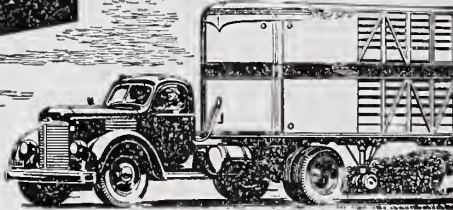
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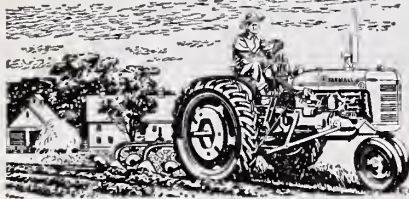
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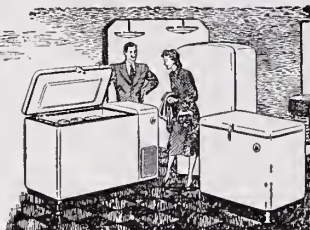
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